NOVEMBER/DECEMBER 2025

23PCM12/23PCP12 — DIGITAL MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What are the types of digital marketing?
2. Define Big data.
3. What is online marketing mix?
4. Write short note on e-product.
5. What is Meta–Verse Marketing?
6. Write a note about affiliate marketing.
7. Define about data base marketing.
8. Write briefly about next generation CRM.
9. What is digital brand analysis?
10. What is market influence analytics?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Narrate the growth of e-business to advance e-commerce.

Or

(b) Discuss the opportunities for digital marketing professionals.

12. (a) Briefly explain the importance of consumer segmentation.

Or

(b) Discuss the website characteristics affecting online purchase decisions.

13. (a) Briefly write a note about Opt–in–Email Marketing and Mobile text messaging.

Or

(b) Briefly write a note about social media and virtual marketing.

14. (a) Describe the cultural implications of key website characteristics in digital marketing.

Or

(b) Discuss about electronic CRM.

15. (a) Explain briefly about gamification and game based marketing.

Or

(b) Discuss the features of demystifying web data.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the emerging trends in digital marketing.

17. Elucidate the distribution and implication on online marketing mix decisions.

18. Describe in detail about Digital Media Channels

19. Discuss about next generation CRM.

20. Enumerate the Digital Brand Analysis.

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